



KSHB-TV

# ORDER

Print Date 10/24/12 Page 1 of 3

Flight Dates **10/25/12-10/29/12**

Contract / Revision      **315798 /**      **MO Schoeller 10-25 10-29**

Original Date / Revision      Agency Com      15%

10/24/12    10/24/12      Billing Contact

Advertiser**Schoeller / Republican / Sec**  
**5200 SW 30th Street**  
**Davenport, IA 52802**

Agency    **Victory Enterprises**

Buying Contact  
**5200 SW 30th Street**  
**Davenport, IA 52802**

Sales Office    KSHBN  
Sales Region   NAT  
Agency Ref

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar CALENDAR

Demographic    A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-2

Advertiser Ref

Primary Account Executive  
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	37	\$16,532.50	\$19,450.00	0.00	10/01/12	10/29/12	37	\$16,532.50	\$19,450.00
<b>Totals</b>	<b>37</b>	<b>\$16,532.50</b>	<b>\$19,450.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/25/12	10/29/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	M- TF--	:30	2	\$550.00	P-2	0.00 NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--		2			\$550.00		0.00			
Week:		10/29/12	11/04/12	M-----		1			\$550.00		0.00			
N 2	KSHB	10/25/12	10/29/12	Today Show Today Show	CM	7-9a	M- TF--	:30	2	\$750.00	P-2	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--		2			\$750.00		0.00			
Week:		10/29/12	11/04/12	M-----		2			\$750.00		0.00			
N 3	KSHB	10/25/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- TF--	:30	2	\$150.00	P-2	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **315798** Flight Dates **10/25/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser **Schoeller / Republican / Se** Product **MO Schoeller 10-25 10-29** Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	KSHB	10/25/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- TF--	:30	2	\$150.00	P-2	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--- TF--		3				\$150.00		0.00		
Week:		10/29/12	11/04/12	M-----		2				\$150.00		0.00		
N 4	KSHB	10/25/12	10/29/12	M-F 4-430p Jeopardy	CM	4-430p	M- TF--	:30	2	\$350.00	P-2	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--- TF--		2				\$350.00		0.00		
Week:		10/29/12	11/04/12	M-----		1				\$350.00		0.00		
N 5	KSHB	10/25/12	10/29/12	M-F 430-5p Action News @ 430PM	CM	430-5p	M- TF--	:30	2	\$325.00	P-2	0.00 NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--- TF--		2				\$325.00		0.00		
Week:		10/29/12	11/04/12	M-----		1				\$325.00		0.00		
N 6	KSHB	10/25/12	10/29/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	M- TF--	:30	2	\$600.00	P-2	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--- TF--		2				\$600.00		0.00		
Week:		10/29/12	11/04/12	M-----		1				\$600.00		0.00		
N 7	KSHB	10/25/12	10/29/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	M- TF--	:30	2	\$800.00	P-2	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--- TF--		2				\$800.00		0.00		
Week:		10/29/12	11/04/12	M-----		1				\$800.00		0.00		
N 8	KSHB	10/25/12	10/29/12	M-F Late News M-F Late News	CM	10-1035p	M- TF--	:30	2	\$1,300.00	P-2	0.00 NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--- TF--		2				\$1,300.00		0.00		
Week:		10/29/12	11/04/12	M-----		1				\$1,300.00		0.00		
N 9	KSHB	10/25/12	10/29/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	M- TF--	:30	2	\$300.00	P-2	0.00 NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--- TF--		2				\$300.00		0.00		
Week:		10/29/12	11/04/12	M-----		1				\$300.00		0.00		
N 10	KSHB	10/27/12	10/27/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$150.00	P-2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-		1				\$150.00		0.00		
N 11	KSHB	10/27/12	10/27/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	-----S-	:30	1	\$300.00	P-2	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-		1				\$300.00		0.00		
N 12	KSHB	10/27/12	10/27/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-		1				\$1,100.00		0.00		
N 13	KSHB	10/28/12	10/28/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$175.00	P-2	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S		1				\$175.00		0.00		
N 14	KSHB	10/28/12	10/28/12		CM	8-9a	-----S	:30	1	\$200.00	P-2	0.00 NM	1	\$200.00



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Original Date / Revision   10/24/12/   10/24/12     Order Sep   00:20:00  
Advertiser   **Schoeller / Republican / Se**   Product **MO Schoeller 10-25 10-29**   Estimate #

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Sun 8-9a												
				Sun 8-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$200.00		0.00							
N 15	KSHB	10/28/12	10/28/12	NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00	
				NBC Action News at 5p Su												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$300.00		0.00							
N 16	KSHB	10/28/12	10/28/12	Su Late News	CM	Late News Su	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00	
				Late News Su												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$800.00		0.00							
														Totals	37	\$19,450.00